



University of St.Gallen



## The HSG: a portrait

### Facts and figures

<b>The University of St.Gallen (HSG)</b>	<b>4</b>
Vision	6
General Principles	7
Specific Principles	8
The organisation of the HSG	10
President's Board	10
Schools and the ES-HSG	11
ES-HSG with special tasks	11
History	14
The Campus	16
<b>Teaching and Learning</b>	<b>18</b>
Student statistics	20
Degree-course architecture	21
Studies	22
Student commitment	24
Satisfaction	25
Swiss market shares	25
Studies and the labour market 2013	26
Life-long ties	27
Rankings	28
Executive education at the HSG	29

This brochure contains various symbols. You can click these and will then receive further information.



information  
in the internet



picture gallery



video

<b>People – Research – Added Value</b>	<b>30</b>
Five Schools	32
Strategic cooperation ventures	33
Issue-related research – profile areas	34
Research platform Alexandria	36
Handelsblatt Ranking	37
Conferences and congresses	37
<b>Internationality and Regional Roots</b>	<b>38</b>
International students	40
International faculty	40
Accreditations	40
International network	41
Regional network	41
Partner universities	42
Integration of English	43
Number of staff	43
Regional impact of the HSG	44
Media presence development	46
Public lectures	47
<b>Entrepreneurship and Financial Power</b>	<b>48</b>
Start-ups	50
Institutes and centers	51
Funding	52
<b>How to reach us</b>	<b>54</b>
<b>Map of the Campus</b>	<b>56</b>
<b>Imprint</b>	<b>57</b>



The University of St.Gallen (HSG)

116  
years of History

5  
schools  
and ES-HSG

Place of  
thought leadership,  
research and  
teaching

Teaching,  
research, services,  
executive education

Art and architecture  
on the Campus

Prof. Dr. Thomas Bieger, President



# Vision

As one of Europe's **leading** business universities, we are recognised globally as a place for **thought leadership** on current economic, business, and social matters and for the **development of talent** able to **integrate** perspectives and act both entrepreneurially and **responsibly**.

# General Principles

To this end, we strengthen and develop:

- the long-standing HSG culture of trust, mutual respect and cooperation between students, faculty, and administration;
- the integration of economic, legal, social and cultural perspectives, as well as international affairs, as a basis for analysing contemporary challenges in society and the economy;
- the promotion of lifelong learning from degree-course studies to executive education with the active involvement of the HSG's alumni;
- the involvement of students in the development of the HSG and their lifelong ties to the University;
- promoting interaction between faculty and students in an environment characterised by diversity;
- a research culture that prizes excellence and that is fully committed to academic freedom;
- entrepreneurial platforms – such as the institutes, course programmes and Schools – that attain the objectives of the University as a whole and are sustained by the initiative of students and faculty;
- the synergetic development of regional and international roots;
- an effective, inspiring campus infrastructure and a service-oriented administration;
- a size that permits the HSG to create its own profile to pursue a sensible internal division of labour and to enhance its position on the international academic arena, while still allowing for personal development and flexible, pragmatic structures.

# Specific Principles

## Teaching and Learning

We offer talented and dedicated students a carefully calibrated range of majors that satisfy the highest international standards and are recognised as such. We strive for educational excellence by means of excellent teaching, transparent course structures and efficient administrative processes, while at the same time responding to the developments in cutting-edge knowledge and in the global labour market. We seek to inculcate both the skills to solve complex problems in a structured manner and the academic, social and cultural skills needed for all levels of lifelong learning. In this way, we educate entrepreneurial personalities with lifelong ties to the HSG whose actions are informed by social responsibility for the benefit of the economy and society.

## People – Research – Added Value

With the HSG's working environment, we offer academics who are committed to undertaking scholarship and who are interested in interdisciplinary approaches a place for reflection which – thanks to our unqualified commitment to academic freedom – enables them to conduct research at the highest level of excellence. Through this research, we make a contribution towards the solution of current problems in the economy and in society while being globally perceived as an opinion leader in our analyses of selected issues.



## Internationalisation and Regional Roots

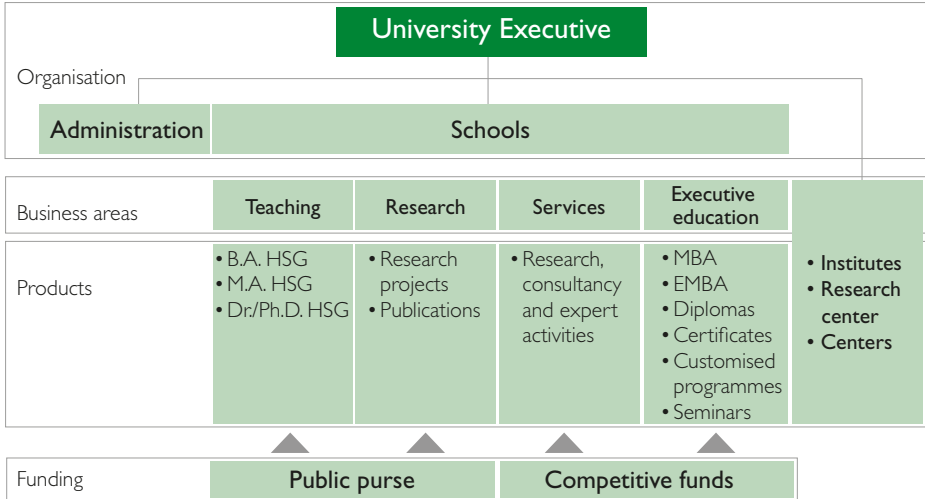
As a consequence of the global presence of our research, the diversity of students and faculty, and the fact that we systematically enable both students and faculty to gather study and research experience in foreign countries, we have established and further the HSG's position in the worldwide university landscape. At the same time, we cultivate and reinforce the HSG's roots in the city and the canton by increasing the public's level of awareness of the region and guarantee the region's access to international knowledge. In this way, we safeguard St.Gallen as an educational location in the long term and contribute to the creation of economic and social value in the region.

## Entrepreneurship and Financial Power

As a state university, we are careful to create a secure financial framework that safeguards the development of our teaching and research quality. For this reason, we cultivate a sense of entrepreneurship that is in the interest of the University as a whole. For largescale innovation projects, we look to forms of mixed public/private funding while at the same time considering new business models for the University over the longer term. With the help of a high proportion of third-party resources and long-term sponsorship revenues, we are able to further open up and expand the range of our academic activities and strategic scope. In all this, we are aware of the special responsibility that as a public institution we bear for how we meet these challenges.

# The University of St.Gallen (HSG)

## The organisation of the HSG



Organisation of the HSG since January 2011

## President's Board

The President's Board directs the University of St.Gallen (HSG). Prof. Dr. Thomas Bieger has been President since 2011. Prof. Dr. Ulrike Landfester is Vice-President, Internationalisation and Regional Relations, Prof. Dr. Vito Roberto is Vice-President, Teaching and Prof. Dr. Torsten Tomczak is responsible for the field of research.

Further members of the President's Board are Markus Brönnimann (Executive Director), Hildegard Kölliker (General Counsel), Dr. Jan Metzger (Dean of Studies), Dr. Jürgen Brücker (Head of External Relations & Development) and Marius Hasenböhler (Head of Communication).

## Schools and the ES-HSG

The HSG consists of the following Schools: the School of Management, the School of Finance, the School of Economics and Political Science, the Law School and the School of Humanities and Social Sciences. (figure on page 12/13)

The Schools ensure the fundamental mission in teaching, research and executive education. Besides the Schools, the institutes, research centers and centers have an important and strong function at the HSG. They work in research and executive education and provide services in research, consultancy and expert opinions.

## ES-HSG with special tasks

Executive education is offered by the “Sixth School”, the Executive School of Management, Technology and Law (ES-HSG), and by the institutes. The ES-HSG has been conceptualised as an institute with special tasks for the University as a whole. Its executive education programmes are intended to contribute to the good reputation of the HSG within and outside the German-speaking world, and to the University’s overall budget.

# The University of St.Gallen (HSG)

President

	SoM-HSG School of Management	SoF-HSG School of Finance	SEPS-HSG School of Economics and Political Science
	Prof. Dr. Kuno Schedler	Prof. Dr. Karl Frauendorfer	Prof. Dr. Martin Kolmar
Bachelor's programmes	<ul style="list-style-type: none"> <li>• Major in Business Administration (BWL)</li> </ul>		<ul style="list-style-type: none"> <li>• Major in Economics (VWL)</li> <li>• Major in International Affairs (BIA)</li> </ul>
Master's programmes	<ul style="list-style-type: none"> <li>• Business Innovation (MBI)</li> <li>• Marketing, Service and Communication Management (MSC)</li> <li>• Accounting and Finance (MAccFin)</li> <li>• Strategy and International Management (SIM)</li> <li>• Business Management (MUG)</li> <li>• Organization Studies and Cultural Theory (MOK)*</li> </ul>	<ul style="list-style-type: none"> <li>• Banking and Finance (MBF)</li> </ul>	<ul style="list-style-type: none"> <li>• Economics (MEcon)</li> <li>• Quantitative Economics and Finance (MiQE/F)</li> <li>• International Affairs and Governance (MIA)</li> </ul>
Doctoral programmes	<ul style="list-style-type: none"> <li>• Management (PMA) with specialisations in                             <ul style="list-style-type: none"> <li>– Accounting</li> <li>– Business Innovation</li> <li>– International Business</li> <li>– Strategy &amp; Management</li> <li>– Marketing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Finance (PiF)</li> </ul>	<ul style="list-style-type: none"> <li>• Economics and Finance (PEF)</li> <li>• International Affairs and Political Economy (DIA)</li> </ul>
Profile areas	<ul style="list-style-type: none"> <li>• Responsible Corporate Competitiveness</li> <li>• Business Innovation</li> </ul>	<ul style="list-style-type: none"> <li>• System-wide Risk in the Financial System</li> </ul>	<ul style="list-style-type: none"> <li>• Quantitative Economic Methods</li> <li>• Global Democratic Governance</li> <li>• Economic Policy</li> </ul>

\* The MOK is a programme jointly run by the SoM-HSG and SHSS-HSG, with the SoM-HSG being in overall charge.

<b>LS-HSG</b> Law School	<b>SHSS-HSG</b> School of Humanities and Social Sciences	<b>ES-HSG</b> Executive School of Manage- ment, Technology and Law
Prof. Dr. Lukas Gschwend	Prof. Dr. Ulrich Schmid	Prof. Dr. Winfried Ruigrok
<ul style="list-style-type: none"> <li>• Major in Law and Economics (BLE)</li> <li>• Major in Law (BLaw)</li>   <li>• International Law (MIL)</li> <li>• Law (MLaw)</li> <li>• Law and Economics (MLE)</li>   <li>• Law (DLS)</li>   <li>• Business Enterprise – Law, Innovation and Risk</li> </ul>	<ul style="list-style-type: none"> <li>• Organization Studies and Cultural Theory (MOK)*</li>   <li>• Organization Studies and Cultural Theory (DOK)</li>   <li>• Cultures, Institutions and Markets</li> </ul>	<ul style="list-style-type: none"> <li>• Master of Business Administration (MBA-HSG)</li> <li>• Executive MBA in General Management (EMBA-HSG)</li> <li>• International Executive MBA (IEMBA-HSG)</li> <li>• Omnium Global Executive MBA in General Management (GEMBA-HSG)</li> <li>• Executive Master of Business Engineering (EMBE-HSG)</li> <li>• Executive Master in Financial Services and Insurance (MBA-FSI)</li> <li>• Executive Master of European and International Business Law (M.B.L.-HSG)</li> </ul>

Schools and the ES-HSG



Schools in the  
internet

# History



**1898**

Establishment of the University of St.Gallen as a "Commercial Academy". Rental of the west wing of the Cantonal School



**1911**

Renamed "Graduate School of Commerce" and occupation of the new building in Notkerstrasse 20



**1938**

The HSG is granted the right to issue doctor's degrees



**1989**

Inauguration of the Library Building



**1995**

Inauguration of the new Convention and Executive Education Center (WBZ) on Holzweid

Renamed University of St.Gallen (HSG)



**2001**

Integral introduction of the Bologna reforms

**2005**

Establishment of the Executive School of Management, Technology and Law (ES-HSG)

1898

1911

1938



**1963**  
Relocation to the Rosenberg site and renamed St.Gallen Graduate School (HSG)



**1968**  
HSG is Switzerland's first institute of tertiary education to open an executive education section



**1986**  
Canton of St.Gallen becomes the HSG's sole funder



**2006**  
Introduction of transinstitutional cooperation centers (HSG Centers)

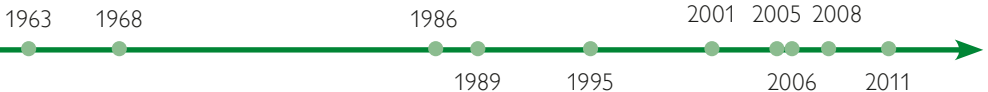


**2008**  
Extension to the Executive Education Center (WBZ) and a new building with 54 hotel rooms



**2011**  
Update of the designation "University of St.Gallen – School of Management, Economics, Law, Social Sciences and International Affairs (HSG)"

Inauguration of the renovated and extended buildings of the University of St.Gallen.



## The Campus

The compact Campus, short distances and a modern infrastructure support students in their learning efforts and in their everyday life at the University.

### Library

The Library continues with its policy of digitalisation that it has already been pursuing for years: in addition to the more than 600,000 printed books and non-books (DVDs, audiobooks, CDs) and the 1,150 print journals, it provides access to over 120,000 e-books and 30,000 e-journals.

The Library is in particular demand as a place for learning: 390 workstations are on offer, of which 36 are reserved for doctoral students and 19 for students working on their Master's thesis. The Library is a public library and makes its collections, workstations and services available to the general public free of charge.



Library

### Sport

Unisport offers students and staff of the University a wide-ranging sports programme. About 3,000 participants in the weekly training sessions in the HSG Sports Hall – excluding participants in external sports facilities – prove that exercise and sports are accorded a high value on the campus. 180 weekly hours in more than 60 sports are evidence of the wide range of sports on offer.

Night-time football, tennis, basketball, floorball and volleyball tournaments are popular among students. Participation in national and international university tournaments does not only ensure athletic challenges but results in interesting contacts above and beyond the world of sports.



Unisport



## Art and architecture

The HSG is not only an institute of education but also a well-regarded place of art. Its works of art are integrated in the architecture and everyday student life. Thus almost all the works were specially made by the artists for their respective locations rather than placed there at a later stage. This creates a dialogue between culture and architecture that pervades all the buildings.

**On campus, 43  
works of art are  
waiting to be  
discovered.**

In the Main Building, which is regarded as an important example of the 1960s, art provides a counterpart to architecture. In the Library Building of 1989, works of art complement the diversity of architectural forms in a narrative way. Since the renovation in 2010, another eight works of art have been added to the Main Building, the Mensa, the Sports Hall and the Executive Campus HSG.

On the University's Tellstrasse premises, up-and-coming artists from various cultural spheres of all five continents are provided with a platform for placing themselves and their skills at the centre of public attention.



Picture gallery,  
works of art



Video interviews,  
works of art



## Teaching and Learning

More than  
**7,600**  
students at the  
Bachelor's, Master's  
and Doctoral Levels

**32**  
per cent  
women

More than  
**21,000**  
alumni members

**7<sup>th</sup>**

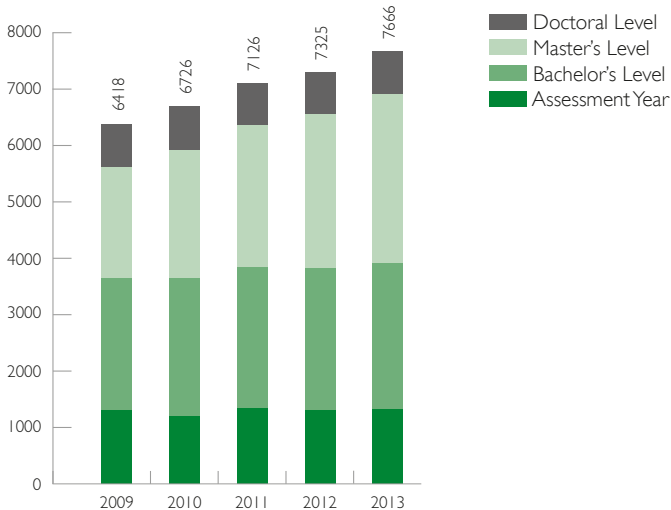
in the Financial Times Ranking of  
European Business Schools

Julia Studinka, Bachelor in International Affairs

## Student statistics

From 2009 to Autumn Semester 2013, the number of students at the HSG rose from 6,418 to 7,666. Newcomers to the Master's Level account for a great part of the growth. 2013, 40 per cent of all Master's students at the HSG hold a Bachelor's degree from another university. The proportion of women at the HSG continues to grow. In Autumn Semester 2013, a total of 2,487 women were studying at the HSG, which is tantamount to a share of 32 per cent. Thus the women's share in the Assessment Year is 34 per cent, at the Bachelor's Level 31 per cent, at the Master's Level 32 per cent, and at the Doctoral Level 36 per cent.

**One in three of our students are women.**

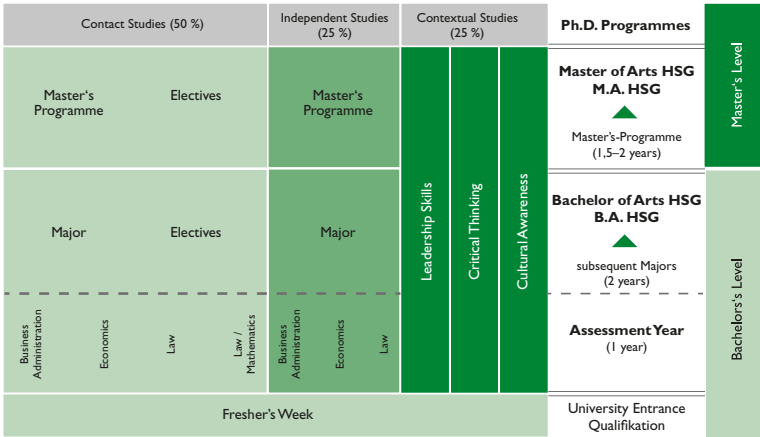


Student statistics 2009-2013



Detailed matriculation statistics for 2013

## Degree-course architecture



Three levels, three pillars: the course architecture of the University of St.Gallen

At the HSG, undergraduate studies start with the Assessment Year, which is offered in German and English. Studies at the Bachelor's Level lead to the first academic degree. The more specialised Master's Level provides graduates with a clear academic profile.

Studies at all Level consist of three subject-related/didactic pillars, contact studies, independent studies and contextual studies. With this model, the HSG does justice to the need of society and of trade and industry from graduates with intellectual flexibility and intercultural qualifications.

# Teaching and Learning

## Studies

### Degree courses

#### Bachelor's Level

Business Administration (BWL)

Economics (VWL)

International Affairs (BIA)

Law (BLaw)

Law and Economics (BLE)

#### Languages

E/G

E/G

E/G

G

G

#### Master's Level

Business Innovation (MBI)

Marketing, Services and Communication Management  
(MSC)

Accounting and Finance (MAccFin)

Banking and Finance (MBF)

Strategy and International Management (SIM)

Business Management (MUG)

Economics (MEcon)

Quantitative Economics and Finance (MiQE/F)

International Affairs and Governance (MIA)

G

E/G

G

E

E

G

E/G

E

E/G

International Law (MIL)	G
Law (MLaw)	G
Law and Economics (MLE)	E
Management, Organization Studies and Cultural Theory (MOK)	G

#### Ph.D. Level

Management (PMA) with specialisations in

Accounting	E
Business Innovation	G
International Business	E
Strategy & Management	E
Marketing	G
Economics and Finance	E
Finance (PiF) (from autumn semester 2013)	E
International Affairs and Political Economy (DIA)	E/G
Organization Studies and Cultural Theory (DOK)	E/G
Law (DLS)	G



Our  
degree courses

## Student commitment

Half of our students are actively involved in one of the approx. 100 associations and initiatives.

Besides purely specialised knowledge, HSG degree courses focus on personality development. The assumption of personal responsibility is the core idea of the course architecture with Bachelor's and Master's degrees developed on the occasion of the Bologna reforms.

According to the motto, "One day we'll leave the university we have helped to shape", about half of all the students are involved in one of the approx. 100 associations and initiatives.

Despite the time-consuming workload caused by their degree courses, almost half of all the students at the Bachelor's and Master's Level are still involved in such activities, the St. Gallen Symposium (ISC) which has been organised by students since 1969 is a case in point.

	2009	2010	2011	2012	2013
Bachelor's Level	51 %	54 %	55 %	58 %	57 %
Master's Level	46 %	46 %	51 %	40 %	42 %
Doctoral Level	28 %	29 %	28 %	23 %	29 %

Involvement in a student organisation of the HSG 2009-2013



Associations at  
the HSG



## Satisfaction

	2009	2010	2011	2012	2013
B.A. graduates	76 %	70 %	75 %	71 %	74 %
M.A. graduates	81 %	77 %	80 %	77 %	81 %
Doctoral students	86 %	71 %	72 %	88 %	86 %

Student self-assessment: proportion of positive assessments of learning success 2009-2013

The HSG graduates' high degree of satisfaction with their learning is gratifying. Positive assessments account for 74 per cent among Bachelor graduates, 81 per cent among Master graduates and 86 per cent among the Doctoral graduates.

## Swiss market shares

	2008	2009	2010	2011	2012
<b>Bachelor's/Master's Levels</b>					
Economic sciences	31 %	34 %	36 %	38 %	36 %
Legal sciences	5 %	6 %	5 %	5 %	6 %
Political sciences	12 %	13 %	17 %	13 %	16 %
<b>Doctoral Level</b>					
Economic sciences	66 %	62 %	64 %	57 %	59 %
Legal sciences	10 %	7 %	6 %	14 %	8 %
Political sciences	15 %	13 %	7 %	8 %	9 %

Swiss market shares of HSG degrees 2008-2012 (current survey of 2012)

## Studies and the labour market 2013

When HSG students take up their studies, they become entrepreneurs in their own right. They plan and shape their studies themselves, which requires a high degree of personal initiative.

### Practical experience

83 per cent of the Bachelor HSG graduates and 93 per cent of the Master HSG graduates had at least six months' professional experience at the time of their graduation.

**4 of 5 Bachelor and Master graduates had a fixed job at the time of their graduation.**

### Job-hunting

77 per cent of B.A. HSG graduates and 79 per cent of M.A. HSG graduates already have a regular job at the time of their graduation and are able to choose from among an average of 1.8 job offers.

### Recruiting firms

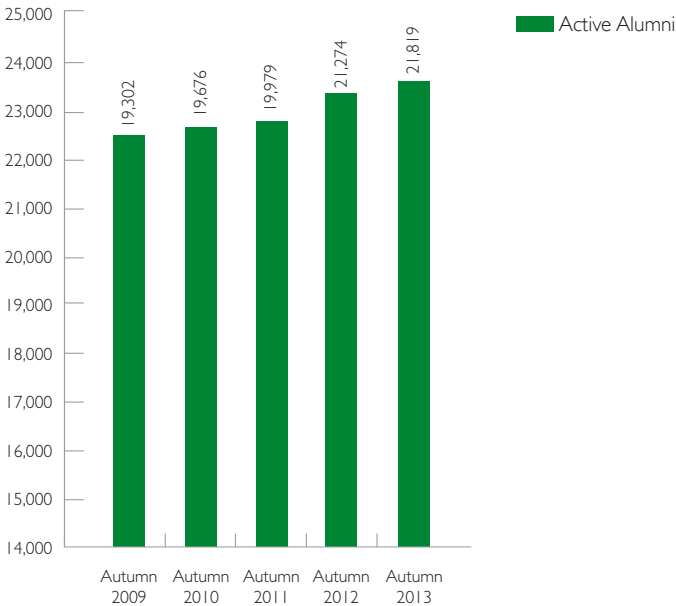
In 2013, more than 460 national and international companies from various industries advertised about 1700 jobs at the HSG. About 120 companies from the Appenzell AR – St.Gallen – Lake Constance region.



## Life-long ties

HSG Alumni is the official alumni organisation of the University of St.Gallen. Since 2009, the number of active HSG alumni has risen from 19,302 to 21,819. In the same period of time, the number of regional Alumni Clubs has risen from 87 to 148. Today, there are HSG Alumni Clubs on five continents.

HSG Alumni is regarded as one of Europe's biggest and most professional alumni organisations. Its activities are divided up into the areas of friend-raising, brain-raising and fundraising.



Development, Alumni members 2009-2013



HSG Alumni

## Rankings

Two rankings are of central importance to the HSG. The Financial Times Ranking and the CHE Ranking are internationally significant and correspond to the University's range of activities in teaching and executive education. Currently, the University holds a Top Ten position in the Financial Times European Business School Ranking

which aggregates four individual business school programmes.

In the CHE Ranking, the HSG has maintained its position in the top group of the European schools.

**2013 the HSG confirmed its position in the Top Ten.**

Financial Times Ranking	2009	2010	2011	2012	2013
European Business School Ranking	30.	16.	12.	7.	7.
Master in Management	1. (CEMS)	4. (SIM) / 2. (CEMS)	1. (SIM) / 3. (CEMS)	1. (SIM) / 2. (CEMS)	1. (SIM) / 7. (CEMS)
Master in Finance	n. a.	n. a.	12.	5.	10.
Executive Education	13.	16.	15.	17.	14.
Full-Time MBA	n. a.	n. a.	30.	23.	24.
Executive MBA	20.	22.	31.	26.	30.

Ranking results for degree courses and executive education of the Financial Times Ranking 2009-2013. The European positions are indicated.



Financial Times Ranking

CHE Ranking	2005	2008	2009	2011	2014
Excellence Ranking for Master's programmes in Economics	n. a.	n. a.	Top group	n. a.	n. a.
Management	Top group	Top group	n. a.	Top group	Top group
Economics	Top group	Top group	n. a.	Top group	Top group
International Affairs	n. a.	Top group	n. a.	Top group	n. a.
Legal Sciences	Top group	n. a.	n. a.	n. a.	n. a.

Ranking results for degree courses and executive education of the CHE Ranking 2005-2014. The Ranking of the Center for Higher Education (CHE) makes a distinction between top, middle and bottom group.



CHE Ranking

## Executive education at the HSG

The University of St.Gallen believes that executive education is one of its central tasks besides degree-course teaching and research. Executive education courses are invariably characterised by practical relevance and topicality, without neglecting the theoretical basis. Today, the HSG generates a turnover of CHF 43.2m with its executive education. The providers of executive education are the institutes and the Executive School of Management, Technology and Law (ES-HSG).

### Institutes

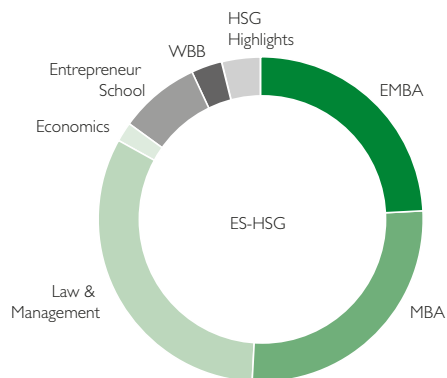
The HSG institutes organise executive education courses in their respective specialist fields for regional, national and international target groups. The range of diploma and certificate programmes and seminars covers requirements in the areas of economics, management, law, humanities and political science.



Overview  
Executive  
education

### Executive School of Management, Technology and Law (ES-HSG)

The Executive School of Management, Technology and Law (ES-HSG) was set up in 2005. Its English-language programmes and its partnerships with various institutions abroad contribute towards the HSG's internationality: 54 per cent of all students of the ES-HSG are foreign nationals. Besides offering its own open and customised executive education programmes, the ES-HSG serves outsiders as a portal for the entire executive education range of the University of St.Gallen.



Number of participants in further education 2013, total 1327, excl. in-house programmes in programme units Custom and Law & Management



People – Research – Added Value

Over  
**32,000**

publications about research results  
of the HSG on Alexandria

**8**

profile areas

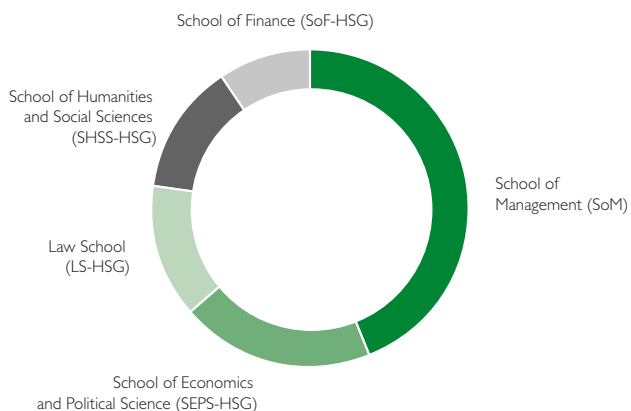
**91**

professors

You-Cheong Lee, doctoral student and member of the institute for marketing (IfM-HSG)

## Five Schools

The Schools (School of Management, School of Finance, School of Economics and Political Science, Law School und School of Humanities and Social Sciences) employ 91 professors (as at 31 December 2013).



Distribution of the HSG professors among the five Schools. Data in full-time jobs, 2013

Additionally, the University of St.Gallen employs 67 assistant professors, and 20 permanent lecturers.



## Strategic cooperation ventures

Besides basic research, the HSG has always conducted practice-related research. This also finds expression in the strategic cooperation ventures with reputable practice partners. These cooperative ventures offer both young and experienced academics attractive research conditions in the sense of a direct transfer of knowledge.

### **SAP Research Center, since 2006**

---

Cooperation with SAP in the application and use of new types of corporate software. Part of SAP's worldwide research network.

---

### **SBB Lab, since 2010**

---

Cooperation with the Swiss Federal Railways (SBB); deals with issues of transport services, particularly the challenges of the service and transport management between government and the market with a focus on railways.

---

### **BMW Group, since 2011**

---

Cooperation with BMW is occupied with questions regarding the "Customers/Premium/Marketing" field of research. This cooperation venture aims to inject the latest findings of research and science into various areas of marketing and product design.

---

### **Bosch Lab, since 2012**

---

Cooperation with Bosch; is intended to find and test business models in the "Internet of Things and Services" (IoTS). In addition, the HSG and Bosch work on the development of internet-based products and services.

---

### **Hilti Lab, since 2013**

---

Cooperation with Hilti; develops new controlling systems and management models. Findings from behavioural science are used to further develop management and controlling systems.

---



Research  
partners in  
industry

## Issue-related research – profile areas

In the profile areas of the University of St.Gallen, fields of expertise are combined in an intradisciplinary and interdisciplinary way, with the objective of delivering top-level academic achievements with a European impact in relevant fields of teaching and research.

Each School of the HSG is responsible for at least one profile area. The profile areas cover relevant fields of research in which the University intends to assume or retain a leading role in the future.

### School of Management

---

#### Business Innovation

---

The profile area aims to position the University of St.Gallen perspective as one of the leading academic institutions in Europe in the field of business innovation. For this purpose, the HSG should be present in all areas relevant to the issue of business innovation, and combine top-level academic research with outstanding transfer services into practice.

---

#### Responsible Corporate Competitiveness

---

This profile area's activities focus on the challenges of responsible corporate management and strategy. Specifically, the question arises as to the organisational and individual skills required for the mastery of central fields of tension in multi-unit companies, i.e. in firms with more than one unit in the sense of products, customer groups, geographical markets, etc.

### School of Finance

---

#### System-wide Risk in the Financial System

---

System-wide Risk in the Financial System is the joint, overriding research topic in this profile area and the central link between the various research fields in the School of Finance. The financial crisis has shown that knowledge about the systemic properties and risks of the financial system is still incomplete. Even if certain areas of finance can be described as highly advanced and mature, the interactions between the various areas and their impact on the system as a whole have not been sufficiently explored.

## School of Economics and Political Science

---

### Quantitative Economic Methods

---

The Quantitative Economic Methods profile area has its core competencies (and strengths) in the combination of research and teaching. This profile area provides the methodological cornerstones in mathematics, statistics and econometrics which are crucial to demanding consultancy work in the field of economic policy.

---

### Global Democratic Governance

---

The Global Democratic Governance profile area explores the causes, effects and the democratic legitimation of new forms of governance. Its goals are the scientific exploration of the shifts and growing gap between a globalised economic, trade and investment system, on the one hand, and the political decision-making process and the democratic representation channels that are still rooted in the territorially limited nation states, on the other hand.

---

### Economic Policy

---

The core competence of the Economic Policy profile area lies in the examination and communication of knowledge about the interactions between markets and governments. It aims to attain an understanding of the functional mechanisms of markets and alternative institutional arrangements and their interdependence.

## School of Humanities and Social Sciences

---

### Cultures, Institutions and Markets

---

This profile area stands for outstanding research and teaching in the humanities and social sciences that focuses on the issue of "Cultures, Institutions and Markets" at the interfaces with the legal, political and economic sciences.

## Law School

---

### Business Enterprise – Law, Innovation, Risk

---

The profile area examines the interactions between law, innovation and risk in a corporate context. Research work aims to examine law as a means for the promotion of innovation and the control of innovation-related risks. The focus is on law as an instrument for the promotion of technical, informational and institutional innovations in companies and as a means for the allocation and mastery of concomitant risks.

## Research platform Alexandria

With the research platform Alexandria, the HSG has pursued the aim of granting free access to as many HSG research results as possible since 2004.

**More than 32,000 publications on research results of the HSG are accessible at [alexandria.unisg.ch](http://alexandria.unisg.ch).**

However, Alexandria does not only serve as an archive for publications but also offers researchers and anyone else who is interested numerous additional services: reports on on-going research projects, personal profiles of academics and the latest research news and statistics. Working papers, newspaper articles and contributions to debates through Alexandria also furnish insights into current research projects. In 2013, the platform comprised more than 32,000 publications and recorded over 4.6 million page impressions.

	2009	2010	2011	2012	2013
New publications	1191	1105	1317	1260	1242

Number of new publications on Alexandria, 2009-2013

	2009	2010	2011	2012	2013
Page impressions	5,656,186	3,715,785	3,812,484	5,061,091	4,677,444
Visits	732,695	665,189	739,425	894,264	526,475

Number page impressions and visits on Alexandria, 2009-2013



## Handelsblatt Ranking

In the first Handelsblatt Ranking in Business Administration, the University of St.Gallen occupied 2nd place in German-speaking Europe. In 2012, the HSG moved up to 1st place, followed by the Universities of Vienna and Zurich. In 2010, 2011 and 2013 the Handelsblatt ranked research in economics at the universities of German-speaking Europe. Here, the HSG occupied 10th place. 1st place was occupied by the University of Mannheim.



Handelsblatt  
Ranking, Business  
Administration



Handelsblatt  
Ranking,  
Economics

Handelsblatt Research Ranking	2009	2010	2011	2012	2013
Research in Economics	2.	n. a.	n. a.	1.	n.a.
Research in Management	n. a.	8.	9.	n. a.	10.

Research ranking results of the Handelsblatt Ranking, 2009-2013

## Conferences and congresses

Every year, several events such as the St. Gallen Symposium (ISC), the Women's Networking Workshop and the «EcoOst – the Symposium» take place on the Rosenberg.

The University of St.Gallen is not only an educational institution and a venue for events. It organises several conferences and congresses on a wide variety of topics such as management, energy, IT, law, logistics and corporate leadership every year.



Conferences  
and congresses  
at the HSG



## Internationality and Regional Roots

# 25

per cent  
international  
students

# 84

public  
lectures  
per year

Over 

# 2,700

  
people work at the HSG

Network with about 

# 170

  
partner universities worldwide

Philipp Tischhauser, IT trainee, application development

# Internationality and Regional Roots

## International students

In today's global economic and educational world, specialist qualifications must be complemented by an understanding of other cultural areas. With a high degree of cultural diversity on its Campus, the HSG enables students to already experience internationality in their

**All in all, students  
from 80 nations  
are matriculated  
at the HSG.**

everyday university life. To be able to ensure a good numerical balance between Swiss and foreign students, the proportion of foreign students in degree courses from the Assessment Year to the Master's Level has been limited to a maximum of 25 per cent.

## International faculty

About 53 per cent of the HSG's faculty are of foreign origin.

## Accreditations

The University of St.Gallen is one of the frontrunners in the field of business education. This is confirmed by international seals of approval. The HSG has been accredited with EQUIS since 2001 and with AACSB since 2003. It thus bears the most important national seals of approval for business schools.



## International network

The HSG is a member of CEMS – The Global Alliance in Mangement Education, PIM – Partnership in International Management, APSIA – Association of Professional Schools of International Affairs und GBSN – Global Business School Network and encourages exchanges with other universities. At the Master’s Level, double degrees are possible with:



HSG network in the Internet

- CEMS Alliance
- Copenhagen Business School, Denmark
- ESADE, Barcelona, Spain
- Fletcher School, Tufts University, Boston,
- Fundação Getulio Vargas, São Paulo, Brazil
- HEC School of Management, Paris, France
- Institut d’Etudes Politiques (Sciences Po), Paris, France
- Nanyang Technical University, Singapore
- RSM Erasmus University, Rotterdam, The Netherlands
- Stockholm School of Economics, Sweden
- Università Commerciale Luigi Bocconi, Milan, Italy
- Yonsei Graduate School of International Studies, Seoul, Korea
- Universidad de los Andes in Bogotá, Colombia



## Regional network

- WISG - Wirtschaft Region St.Gallen
- IHK
- St.GallenBodenseeArea
- Internationale Bodensee Hochschule



# Internationality and Regional Roots

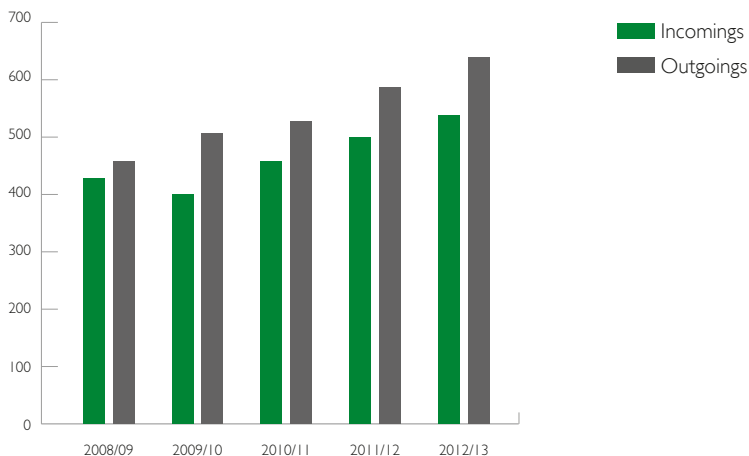
## Partner universities

The HSG has extended its partner university network in the last few years. Thus the number of partner universities at home and abroad rose

to 170 reputable universities worldwide in 2013. In 2012/2013, the HSG welcomed 593 students who studied at the HSG for a guest semester. In 2008/2009, the number of guest students was only 427. Over the same period of time, the number of HSG students spending a guest semester at a

partner university has increased from 453 to about 638 today. 47 per cent of undergraduates and 34 per cent of all students at the Master's Level of the HSG spend at least one semester abroad.

**Two in five of all students  
spends at least one  
semester abroad.**



Development of incoming and outgoing students at the HSG, 2009-2013



Our exchange  
programmes

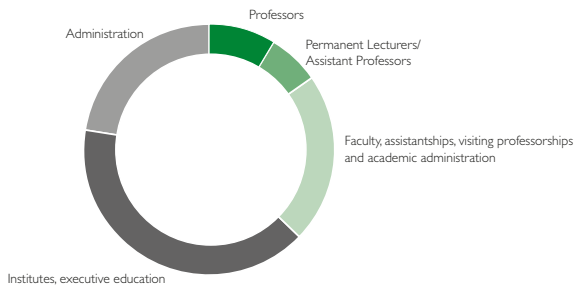
## Integration of English

Besides German as the official and cultural language, English is increasingly being integrated into the University as a business language with the aim of enabling our students to become bilingual.

- Assessment Year: English-language Assessment Year possible
- Bachelor's Level: 3 bilingual programmes
- Master's Level: 7 English-language programmes
- Doctoral Level: 7 English-language programmes
- Executive education: 18 English-language programmes

## Number of staff

With 2,740 employees, which is tantamount to 927 full-time jobs, the HSG is among the ten biggest employers in the Canton. 67 per cent of employees live in the St.Gallen region. In addition, the University employs twelve trainees in five professions.



Number of full-time jobs, 2013



HSG as an employer

# Internationality and Regional Roots

## Regional impact of the HSG

The regional relations of the University of St.Gallen for the year 2010 were examined with regard to their impact on the regional economy,

**In 2010, the Canton invested CHF 38m in the University. The value created by the HSG for the region accounted for five times that amount.**

the exchange of knowledge, university and executive education, as well as the cultural and social life of the St.Gallen region.

### Effects on the regional economy

Overall budget		CHF 193m	Public contributions	
Self-funding	50 %		Canton of St.Gallen	CHF 38m
Purchasing power labour market St.Gallen	CHF 193m		Confederation	CHF 27m
Value creation St.Gallen labour market	CHF 1286		Other cantons	CHF 29m
			Per Person in the Canton of St.Gallen	CHF 80

Figures Effects on the regional economy, 2010

Regional value creation provides information about the increase in value in the region generated by the University of St.Gallen, as well as by students and participants in executive education courses. In 2010, these actors together spent some CHF 400m. The University made a contribution to value creation and thus to the regional aggregate income of the Appenzell AR – St.Gallen – Lake Constance region in the amount of CHF 201m or CHF 874 per capita.

The overall budget of the University of St.Gallen for 2010 amounted to CHF 193m, about CHF 38m (19.6 per cent) of which came from the Canton of St.Gallen. This contribution amounts to approximately CHF 80 per inhabitant of the Canton of St.Gallen.

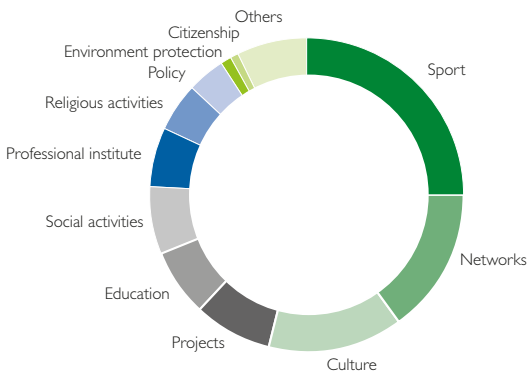


HSG's regional  
roots

### Exchange of knowledge

The HSG exchange of knowledge takes place at various levels. The services are not only aimed at students and regional enterprises but also at the general public. Furthermore, University members participate in the social life of the region. 50 per cent of staff are actively involved in the region. Their activities range from sporting activities (25 per cent) and cultural activities (14 per cent) to political involvement (4 per cent).

In addition, the HSG's professors contribute their knowledge to 200 firms and foundations, 75 (38 per cent) of which are located in the region.



Honorary work done by HSG staff, survey in 2011

# Internationality and Regional Roots

## Media presence development

**The University is referred to in the media 29 times a day – including twice in leading international media.**

The activities of the University of St.Gallen have an impact both within and beyond the regional borders. Since 2008, an increase in values has been registered both in Switzerland and abroad, particularly in Germany, Austria, the UK, Singapore and Brazil. In 2013, over 780 media articles were launched directly in these markets. This has also been the case because of increased support by faculty and researchers, and as a consequence of new services and an increased output for regional, national and international media representatives.

	2009	2010	2011	2012	2013
Articles, total	10,261	8044	9335	10,246	10,695
of which outside the St.Gallen agglomeration	8020	7208	8067	9022	9551
Advertising equivalent value (AEV) in CHF 1,000, total	13,703	9844	17,606	19,211	25,211
of which AEV outside the region St.Gallen	11,366	8889	14,502	15,224	10,695

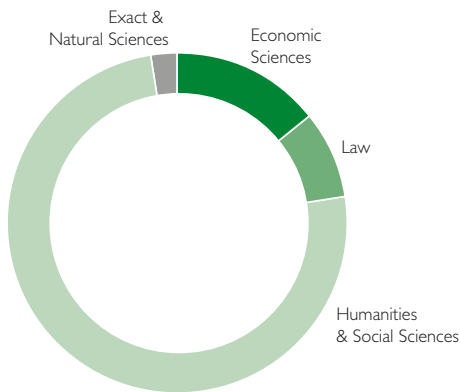
National media presence, University of St.Gallen, 2009-2013, Argus



Press Review

## Public lectures

The University of St.Gallen has offered public lecture courses ever since its establishment in 1898. During the spring and autumn semesters 2012/2013, some 4,500 people attended 84 lectures. In 2004, Switzerland's first Children's University was inaugurated. The four lectures in 2013 were attended by about 2,000 children from St.Gallen and surroundings. Since 2008, public lectures have also been held in the regions of Eastern Switzerland.



Number of public lectures according to disciplines, 2012/2013



Public lectures



# Entrepreneurship and Financial Power



# 42

institutes,  
research institutes  
& centres

More than **300**  
start-up consultations

# 50

per cent self-funding rate

Prof. Dr. Thomas Zellweger, Professor of Business Administration with specialisation in Family Business

# Entrepreneurship and Financial Power

## Start-ups

**More than 300  
start-up consultations  
every year.**

Through the Center for Entrepreneurship, the University of St.Gallen sensitises, encourages and supports HSG members in the preparation and implementation of start-up projects with an extensive range of various promotional instruments. Thus more than 300 start-up consultations were conducted in 2013.

Since 2011, the HSG Founders' Garage has taken place on campus on an annual basis. For two weeks academics, experts from the start-up scene, people interested in start-ups and young entrepreneurs exchange their ideas at the University of St.Gallen. Guests also include investors and social entrepreneurs.

At the launch of the Founders' Garage, Alexander Graubner-Müller was declared HSG Founder of 2014; he represented the Kreditech company. The prize of the Werner Jackstädt Foundation is awarded to innovative and sustainable HSG entrepreneurs on an annual basis.

In the preceding years, the prize had gone to Soma Analytics founder Johann Huber (2013) for his anti-stress app, to DeinDeal.ch founder Adrian Locher (2012) and to Dr. Alexander Ilic (2011), the founder of Dacuda, which had developed a scanning computer mouse.

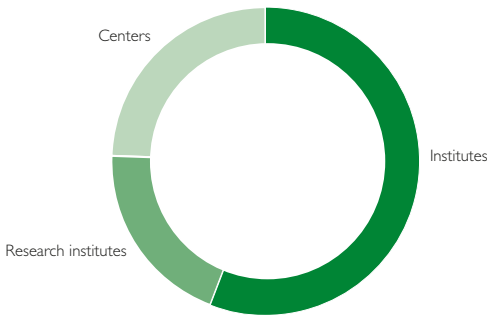


Entrepreneurship  
at the HSG

## Institutes and centers

The HSG is characterised to a significant extent by its 42 institutes, research institutes and centers. The institutes, whose organisation is largely autonomous, are self-financing but are closely involved in the work of the University. They are particularly active in the fields of research, executive education and services. They advise private enterprises and government offices. On this basis, the institutes, research institutes and centers make a substantial contribution towards the HSG's self-funding rate of approx. 50 per cent.

**The 42 institutes, research institutes and centers are largely organised along autonomous and entrepreneurial lines.**



Entrepreneurial units at the HSG



Institutes and centers in the internet

# Entrepreneurship and Financial Power

## Funding

Between 2009 and 2013, the University's consolidated expenditure rose by 17.9 per cent to CHF 212.03m. Measured against the yardstick of consolidated expenditure, the contribution made by the Canton of St.Gallen increase to 24.02 per cent.

### Comparison in million CHF and per cent

	2009	2010	2011	2012	2013
Consolidated turnover; HSG	179,82	193,64	198,74	208,29	212,03
Contribution, Canton	34,08	37,90	43,22	45,99	50,93
Contribution, Canton, in %	18,95	19,57	21,75	22,08	24,02

Consolidated turnover of the HSG and contribution by the Canton St.Gallen, 2009-2013

The contribution by the public purse increased to CHF 15,741. However, it did not yet return to the benchmark of 2005 (CHF 16,693). If adjusted for inflation, this amount would have to run to approx. CHF 19,000 per student. The contribution of the funding Canton of St.Gallen is now over the level of 2005.

	2005	2010	2011	2012	2013
Contr. public purse/student	16,693	15,037	15,172	15,485	15,741
Funding Canton SG/student	6602	6028	6507	6680	7107

Contribution of the public purse per student, 2005, 2010-2013

# How to reach us

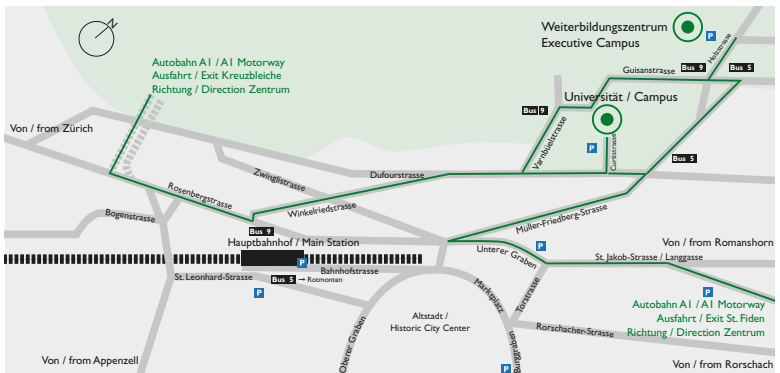
## How to reach us

Half-hourly train connections and the A1 motorway connect St.Gallen directly with Zurich Airport and all of Switzerland's major cities.



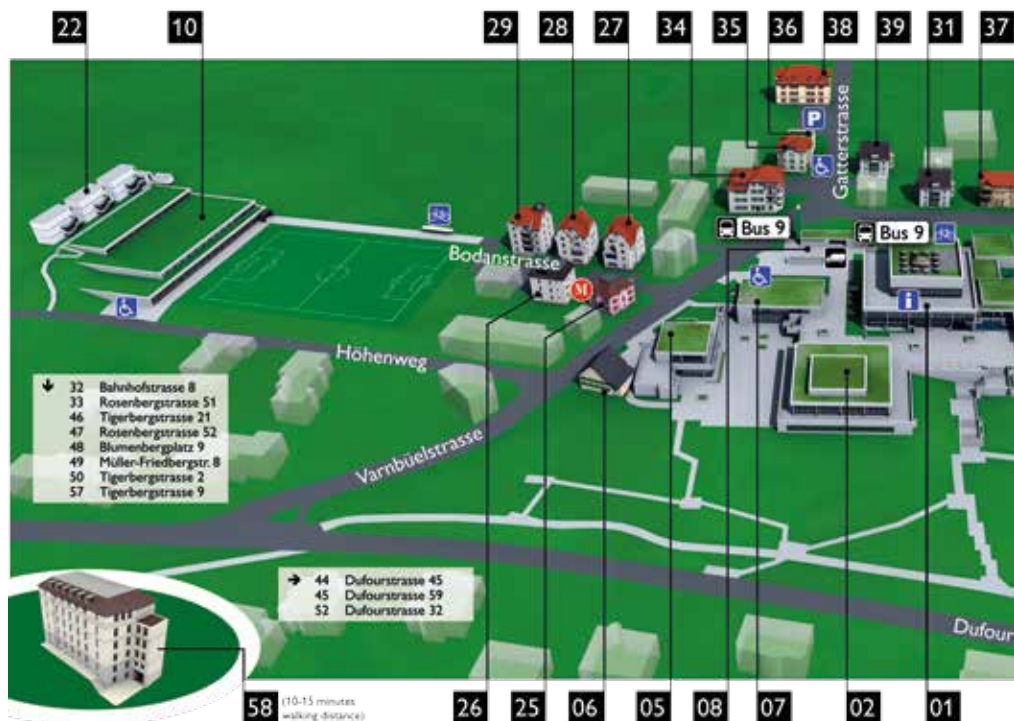
Route to St.Gallen

In St.Gallen the no. 5 and 9 buses provide a direct connection between the Main Railway Station and the University. The number of parking spaces on the Campus is extremely limited.



Route to the campus in St.Gallen

## Map of the Campus



**01** Main Building

**02** Aula

**03** Car Parking A

**04** Dufourstrasse 48

**05** Varnbühlstrasse 16

**06** Kirchhoferhaus

**07** University Restaurant

**08** Service Building

**09** Library Building

**10** Sports Hall

**14-17** Executive Campus HSG

**20-21** Provisional 1-2 – Offices

**22** Provisional 3 – Teaching Facilities

**23** Classroom Pavilion

**24** Central Institute Building

**25-29** Bodanstrasse 1-8

**31** Guisanstrasse 3 – CSC-HSG

**34** Varnbühlstr. 19 – Script Commission

**35** Gatterstrasse 1

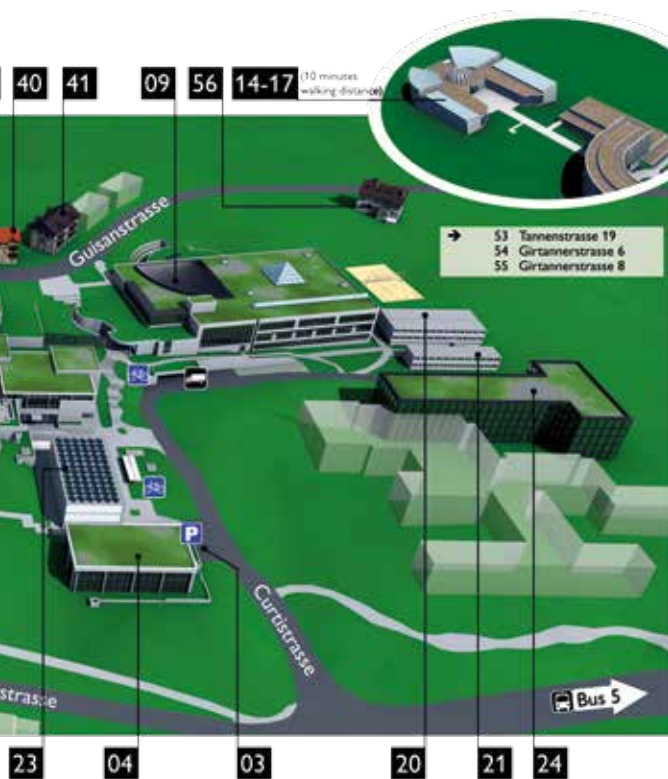
**36** Gatterstr. 3 – Language Center

**37** Guisanstr. 7 – HSG Alumni

**38** Gatterstrasse 9 – Crèche

**39** Guisanstrasse 1a

**40** Guisanstr. 9 – Student Union



- |           |   |  |                      |
|-----------|---|--|----------------------|
| <b>41</b> | Guisanstrasse 11                            |  | Info Desk            |
| <b>56</b> | Guisanstrasse 36<br>Werner-Siemens-MLE-Haus |  | Disabled Parking     |
| <b>58</b> | Tellstrasse 2                               |  | Bike Rack            |
|           | Bus line                                    |  | Car Parking          |
|           | Delivery of goods                           |  | Mobility Car Sharing |



Publisher: University of St.Gallen (HSG)

Editor: Stephanie Brändli, Communication Service Centre

Layout: Susan Bauer

Photos: Regina Kühne, Hanspeter Schiess, Hannes Thalmann,  
University of St.Gallen (HSG)

Sources: Argus, BFS, CHE, Financial Times, Handelsblatt,  
University of St.Gallen (HSG)

Printed by: NiedermannDruck

Edition: 2,500 copies

Copyright: University of St.Gallen (HSG) 2014

Cover: In March 2013, the University of St.Gallen reached out to the student body through Social Media and chose Klara Zimmermann and Wilson Sequeira to adorn the cover.



In April 2014 the first image film of the University of St.Gallen (HSG) was presented to the general public. The HSG film entitled «Love, Loss, and Other Lessons Learned» is aimed both at the students and at a wider public



May 2014



University of St.Gallen (HSG)  
Dufourstrasse 50  
CH-9000 St.Gallen

Telephone +41 (0)71 224 22 25  
kommunikation@unisg.ch  
www.unisg.ch  
www.facebook.com/HSGUniStGallen

